



Photo: Waller Creek Conservancy

Palm District Planning Initiative

Briefing to Hispanic/Latino Quality of Life Resource Advisory Commission
February 25, 2020

IMAGINEAUSTON
Vibrant. Livable. Connected.

Presentation Overview

- Background
- Study Area
- Purpose and Scope
- Project Team
- Timeline
- Next Steps and Discussion

Work Plan:

<http://www.austintexas.gov/edims/pio/document.cfm?id=329271>



Resolution 20190523-029

- Palm School Negotiations
- Rainey Street District Fund
- Fifth Street Mexican American Heritage Corridor
- Convention Center Expansion
- **District Planning Process**
- Improved Connectivity



Planning History

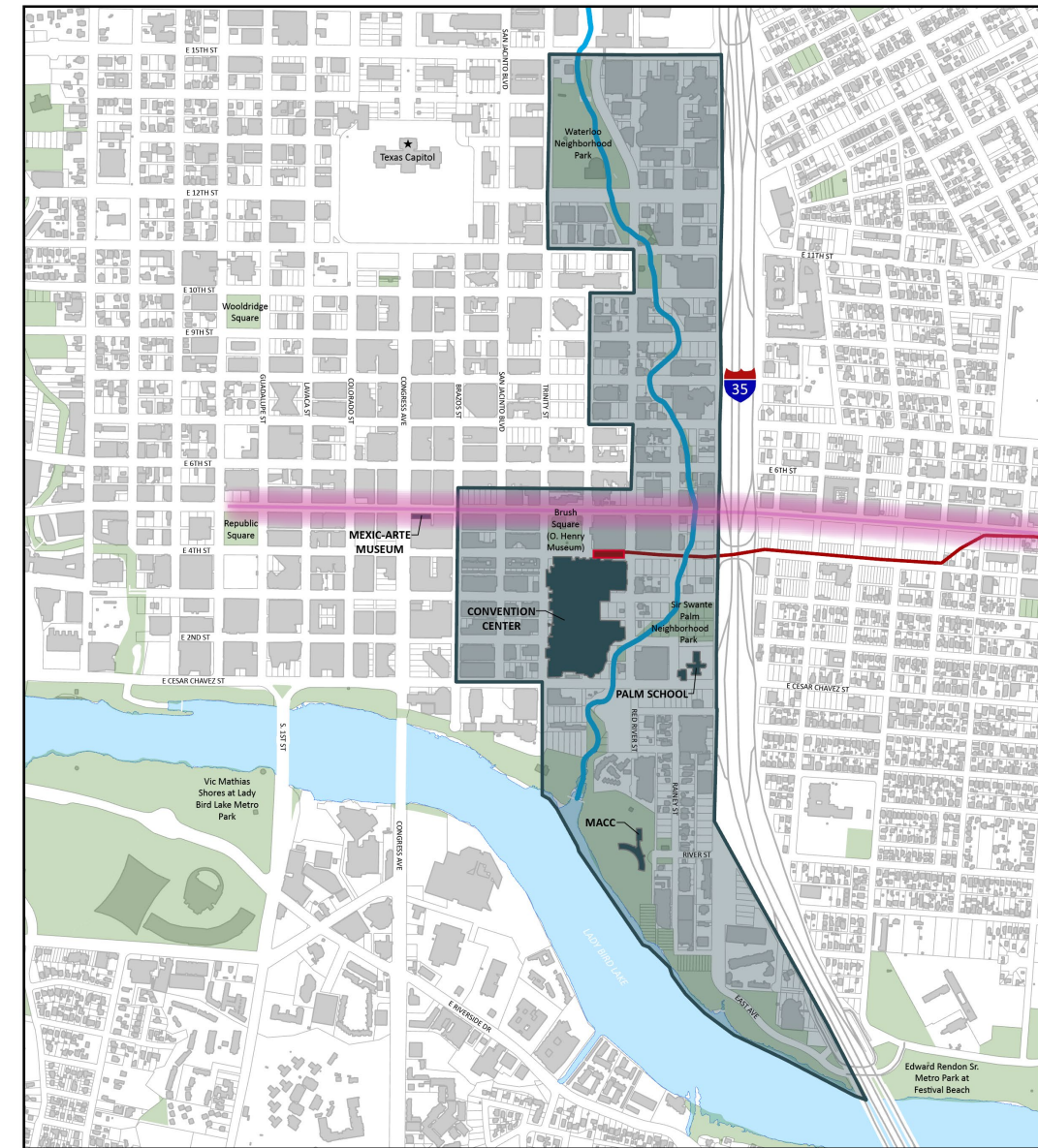
- Waller Creek Master Plan (2010)
- Downtown Austin Plan (2011)
- Imagine Austin (2012)
- Waller Creek Design Plan (2012)
- Hispanic/Latino Quality of Life (2013)
- Downtown Austin Wayfinding Master Plan (2013)
- Convention Center Master Plan (2015)
- ESB-MACC Master Plan (2018)
- Project Connect Vision (2019)
- Brush Square Master Plan (2019)
- UT Analysis of Convention Center Expansion (2019)
- Austin Core Transportation Plan, including Rainey (Underway)

....and more



Study Area

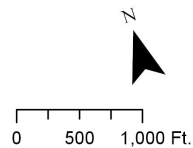
Planning process will engage areas beyond the boundary, and additional planning activities could occur outside of the proposed boundary (e.g. the resolution references connectivity across IH-35)



Palm District Context Map
CITY OF AUSTIN | PLANNING AND ZONING DEPARTMENT

Created on 01.07.2020

- Palm District Study Area
- Parks and Squares
- Lakes
- Waller Creek
- Proposed Mexican-American Heritage Corridor
- Key Buildings
- MetroRail Red Line (Existing)
- Red Line Downtown Station (Future)



Purpose

Engage stakeholders to develop a comprehensive, focused small area plan for an area of downtown Austin that includes Palm School, Palm Park, Waller Creek, the Red River Cultural District, the Convention Center, and the proposed 5th Street Mexican American Heritage Corridor.

Scope

- Engage stakeholders
- Understand existing conditions
- Support coordination of related initiatives
- Involve design professionals through AIA R/UDAT
- Amend Waller Creek District Master Plan
- Amend Downtown Austin Plan
- Amend Land Development Code

Project Team

Project Leadership:

- **J. Rodney Gonzales, Assistant City Manager**
Executive Lead
- **Stevie Greathouse, Planning and Zoning**
Project Lead
- **Jorge Rousselin, Planning and Zoning**
Urban Design Lead

Project Support:

- PAZ Urban Design Division
- PAZ Long Range Planning Division
- PAZ Historic Preservation Office
- Communications and Public Information Office

Coordinating Departments:

- Convention Center
- Economic Development
- Real Estate
- Austin Transportation
- Parks and Recreation
- Watershed Protection
- Office of Sustainability

Agency Partners

- Downtown Austin Alliance
- Waterloo Greenway
- Capital Metro
- AIA Austin
- UT School of Architecture

Key Stakeholders

- *Travis County*
- *Texas Department of Transportation*
- *Preservation Austin*
- *Visit Austin*
- *Our Austin Story*
- *The Trail Foundation*
- *Travis County Historical Commission*
- *The Greater Austin Chamber of Commerce*
- *Housing Authority of the City of Austin*

- *Movability*
- *East Sixth Street Public Improvement District*
- *Project Connect Advisory Net*
- *Hispanic Austin Leadership*
- *Hispanic Advocates Business Leadership of Austin*
- *The Downtown Austin Neighborhood Association*
- *Mexic-Arte*
- *La Peña*
- *The Red River Cultural District*
- *The Raza Roundtable*
- *The Rainey Neighbors Association*
- *The East Cesar Chavez NPCT*
- *The Rainey Business Coalition*
- *The Town Lake Neighborhood Association*
- *The Austin History Center Association*
- *The Greater Hispanic Chamber of Commerce*
- *City of Austin Boards and Commissions*
....and more

Timeline

FALL 2019	WINTER 2019-2020	SPRING 2020	SUMMER 2020	FALL 2020	WINTER 2020-2021	SPRING 2021
TASK 1: Pre-Planning						
		TASK 2: Visioning				
		TASK 3: Active Planning				
				TASK 4: Draft Review		
						TASK 5: Plan Adoption
		TASK 6: External Stakeholder Engagement				

Next Steps

- Inventory existing conditions
- Initial outreach and development of public engagement plan
- Continue meeting with coordinating departments and agency partners
- Launch project website
- Plan for AIA R/UDAT (application-based process)
- Possible “early out” implementation activities
 - Rainey Shared Streets Pilot (began in December)
 - 5th Street Mexican American Heritage Corridor
 - Convention Center activities
 - Palm School

Discussion

How can we best involve you and the stakeholders you work with in the planning process?

Are there key stakeholders we need to engage?

Are there key issues that we should make sure to consider as we work in this area?

Questions?

Stevie Greathouse, Program Manager

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